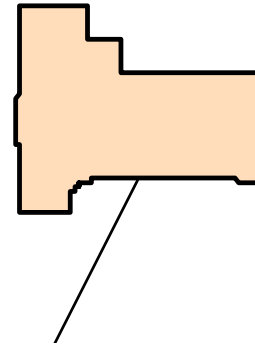
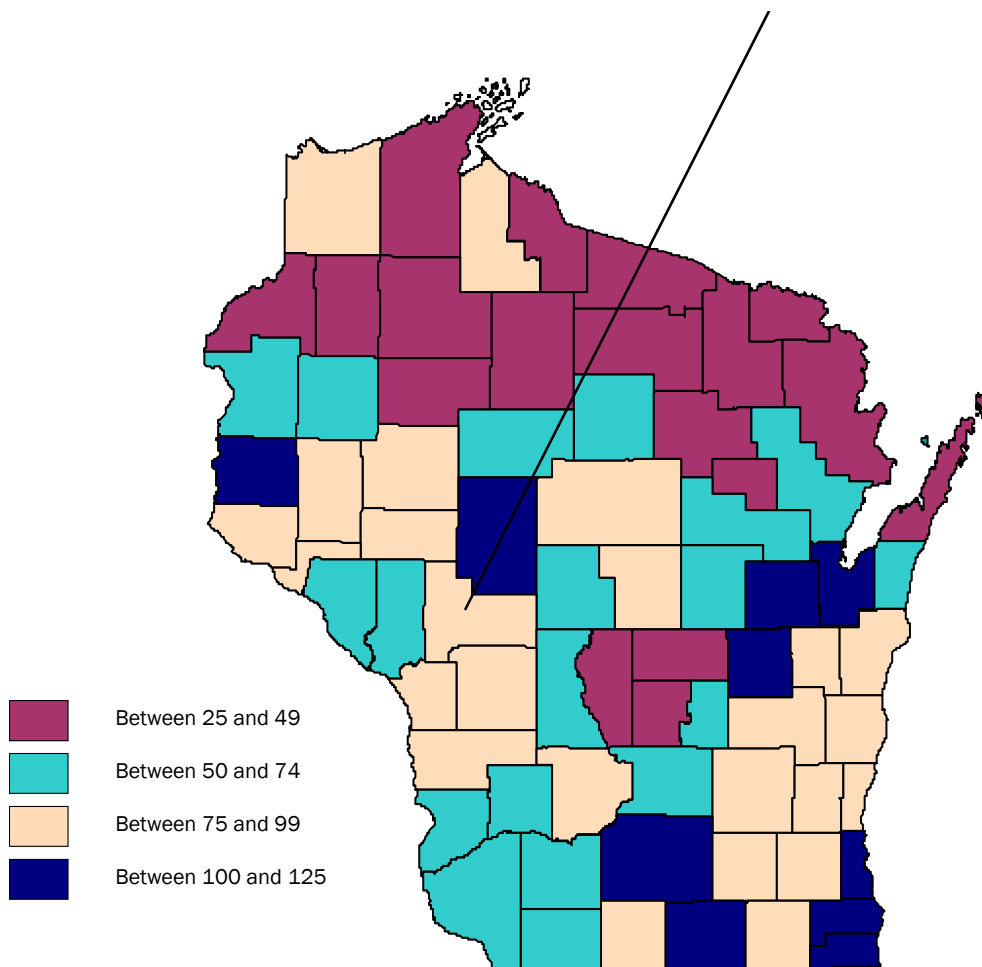


# Jackson County Workforce Profile



The number of residents aged 25-29 years for every  
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



## County Population

From 2000 to 2004 the population in Jackson County increased at a slower pace than in the nation and Wisconsin. The population increased 3.0 percent with the addition of 577 residents and ranked 40<sup>th</sup> among the state's 72 counties. All but seven of the county's 27 municipalities added residents and eight of the ten largest municipalities out-paced the percent increase of the county. The ten largest municipalities added 540 residents or 95 percent of the growth in the county.

### Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
<b>United States</b>	281,421,906	292,287,454	10,865,548	3.9%
<b>Wisconsin</b>	5,363,715	5,532,955	169,240	3.2%
<b>Jackson County</b>	19,100	19,677	577	3.0%
<b>Largest Municipalities</b>				
Black River Falls, City	3,618	3,627	9	0.2%
Brockway, Town	2,580	2,692	112	4.3%
Adams, Town	1,208	1,302	94	7.8%
Albion, Town	1,093	1,133	40	3.7%
Alma, Town	983	1,038	55	5.6%
Manchester, Town	680	716	36	5.3%
Irving, Town	602	659	57	9.5%
Hixton, Town	611	629	18	2.9%
Springfield, Town	567	608	41	7.2%
Garfield, Town	529	607	78	14.7%

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

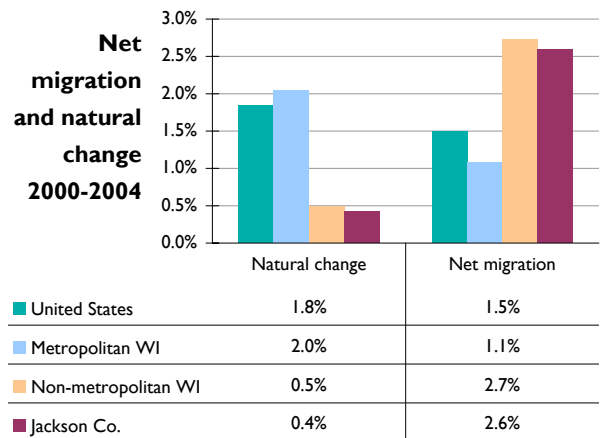
Most of these municipalities, as well as the county, are growing so fast primarily because they attracted new residents from other areas. However, the increase in the Town of Brockway, the largest in the county, includes not only the residents who moved to the town to work at the Jackson Correctional Institution, but also includes the inmates housed there.

The increase in county population from migration, more people moving into the county than leaving, was six times greater than the increase attributed to natural causes. The migration rate in Jackson County of 2.6 percent greatly exceeded the Wisconsin rate of 1.6 percent, but not the rate of other non-metropolitan counties in Wisconsin. A significant share of the net migration into non-metropolitan counties occurs in counties adjacent to metro areas and state borders. While Jackson County did attract new residents in towns close to metro areas the largest in-

creases occurred in and around the City of Black River Falls.

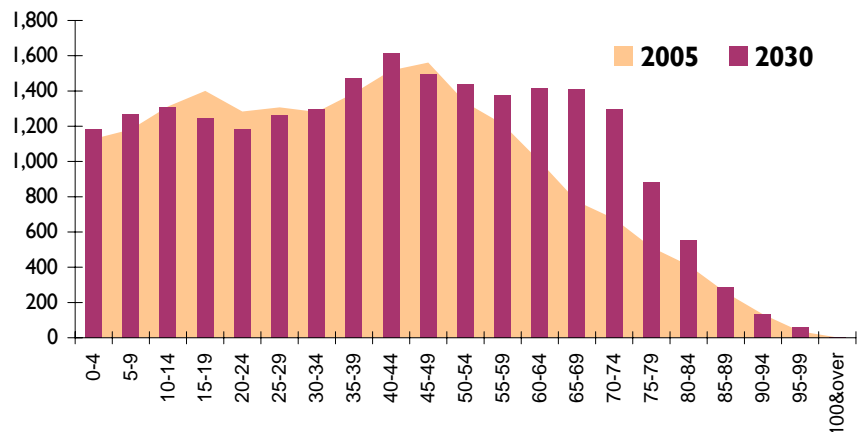
In addition to the increase from migration, the population also increased because the 832 births since 2000 exceeded deaths by 82. The fertility rate (see glossary) in the county of 64.9 also exceeds the state rate of 58.7 and ranked 8<sup>th</sup> highest in the state. In spite of recent births, however, the overwhelming trend in the county is still toward an older population.

Roughly 19 percent of the population is currently over 60 years old, but by 2030 that share will expand to over 27 percent. In contrast, 32 percent of the current population is under 25 years old and will shrink to 28 percent by 2030. This trend is dramatized in the bottom graph where the 'hill' created by baby-boomers, currently 40 to 59 years old, is higher than other age groups and continues to be significant in the next 25 years.



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

### Population by Age Groups in Jackson County



Source: WI Dept. of Administration, Demographic Services

## Future Population and Labor Supply

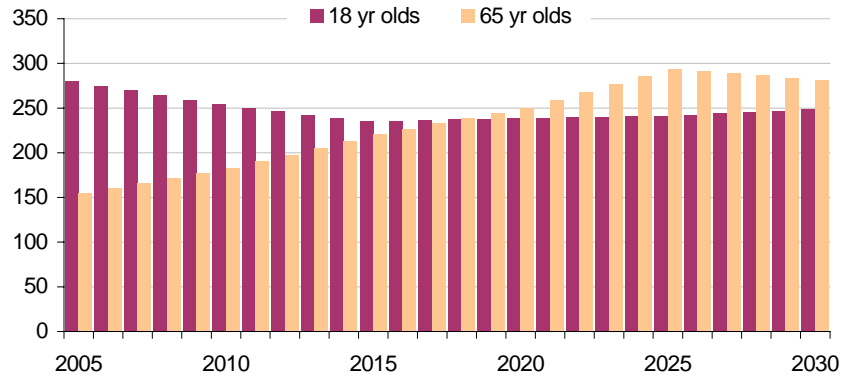
The impact of an aging population is perhaps more obvious in terms of services that they will require. But it also impacts the availability of labor. Assuming that 65 years old represents an average age of retirement and that 18 years old represents high school graduation then a plot of the number of these residents points to a time when the first group exceeds the second group in number. This convergence will occur in 2017 in Jackson County.

As residents age their participation in the labor force declines. Labor force participation rates (LFPR, see glossary) among the population 25 to 50 years of age is between 78 and 85 percent in Jackson County, low in comparison to other counties. After age 55, the LFPR begins to drop and by 60 years it nears 50 percent. As the population ages the number of residents may increase, but increases in the labor force will stall.

Although county population is projected to increase 5.5 percent from 2010-2020 the labor force will increase only 2.4 percent. In the ten years beyond 2020 the increase in population is projected to be 4.3 percent, but the labor will increase less than one percent. The three columns in the chart on the right illustrate labor force composition and size. Most notable is the increasingly larger sections representing workers over 55 years in the top sections.

This projection uses national assumptions that included a slight increase in the participation rates of older residents,

**Convergence of 18 & 65 year old population in Jackson County**

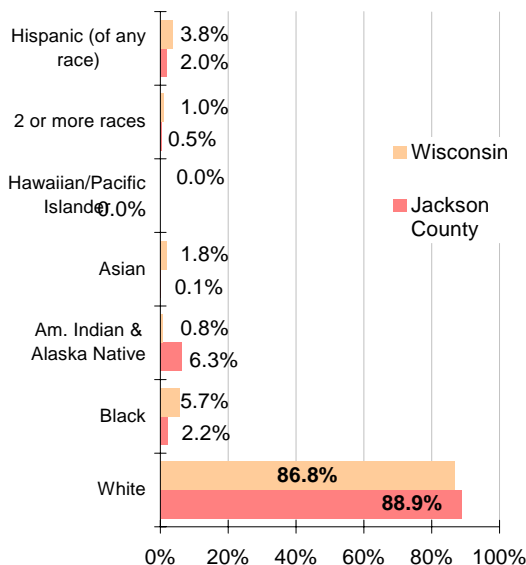


Source: WI Dept. of Administration, Demographic Services

but did not factor in the lower participation rates of white residents; and the population in Jackson County is 89 percent white. The largest ethnic group, American Indian, comprises over six percent of the total population.

Two broad scenarios arise from the disparity in age and ethnicity: 1) there will be labor shortages due to retirements and the lack of replacement workers especially in occupations that rely on younger workers or require specialized skills; and 2) the aging population will impact the economy as an elderly population demands changes in the types of goods and services provided in local communities.

**Race and ethnic distribution**



Source: U.S. Census 2000, SF-3, table P-6

**Jackson County Labor Force Projections by Age**



Decade change 46.9% 12.2% 2.4%

Source: DWD, Office of Economic Advisors, August 2004

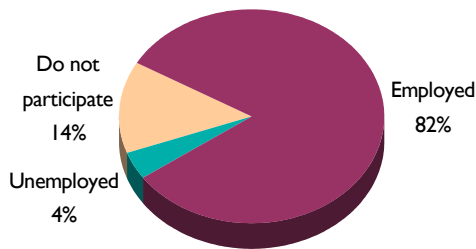
## Current Labor Force

Labor force participation represents the share of population that is 16 years old and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

In Jackson County the participation rate was 86.1 percent. That means that only 14 percent of the non-institutional population 16 years old and older did not participate. That includes some students and individuals who choose not to

unemployment rates. The fact that there were fewer new entrants into the labor force during the last recession is one of the reasons unemployment rates remained as low as they did. The unemployment rate in Jackson County in 2003 was 4.7 percent compared to a 13.8 percent unemployment rate following the 1981-82 recession when the baby-boomers were entering the labor force in droves.

**Labor force participation in Jackson County**

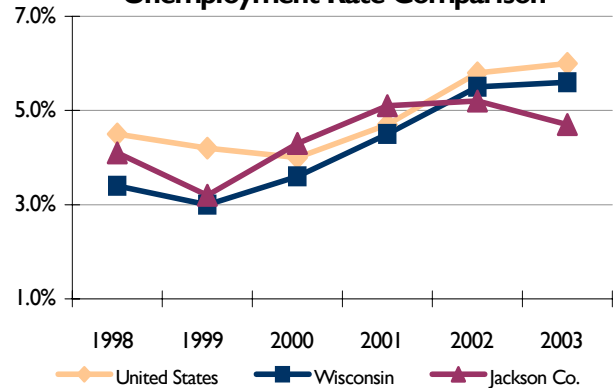


Source: DWD, Office of Economic Advisors, July 2004

work, including retirees. As the population ages, more retirees will be included in the non-participating category by choosing not to work and the overall labor force participation rate will decline.

There will also be fewer new entrants into the labor force, who are seeking first-time jobs, and consequently, fewer will be included among the unemployed. That, in turn, will produce lower

**Unemployment Rate Comparison**



**Jackson County Civilian Labor Force Data**

	1998	1999	2000	2001	2002	2003
Labor Force	11,584	12,270	11,863	11,734	11,718	12,144
Employed	11,108	11,875	11,348	11,131	11,109	11,569
Unemployed	476	395	515	603	609	575
Unemployment Rate	4.1%	3.2%	4.3%	5.1%	5.2%	4.7%

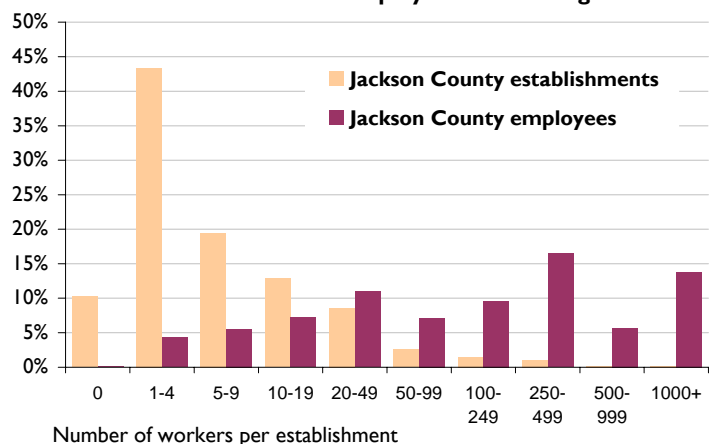
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

## Employers by Size

Nationwide, about one-quarter of the jobs are with employers that have 250 or more employees compared to roughly 31 percent in Wisconsin. However, of the roughly 10,875 jobs in Jackson County 36 percent are with employers with 250 or more workers. In stark contrast, the share of employers with 250 or more workers comprises a little more than one percent of all employers in Jackson County similar to the share in the nation and in Wisconsin.

The greatest share of jobs in the county is with employers in the 250-499 employee range. However, the greatest share of employers, 54 percent, has less than five workers. The average employer in Jackson County has 21 employees, compared with 17 employees in Wisconsin and 13 in the United States.

**Share of establishments & employees in size range in 2003**



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

## Industry & employers by size

Examination of a county's labor market from the demand (employer) side of view is essential to gauge the type of workforce employers are seeking. The tables below outline the top employing industries and the top employers by name and establishment size. The pie-graphs to the bottom indicate the prominence of these top industries and employers in terms of the county's total employment.

It is common that services-providing industries are the sectors showing the largest and fastest employment growth in both

one- and five-year periods. Some goods-producing sectors, like manufacturing industries, may still show a large presence in terms of total employment, but they may also show a loss of employment over these timeframes. It is also common for many counties traditionally heavy in goods-producing employment now to have services-providers, particularly those in health and education services, as their larger employers and industry sectors.

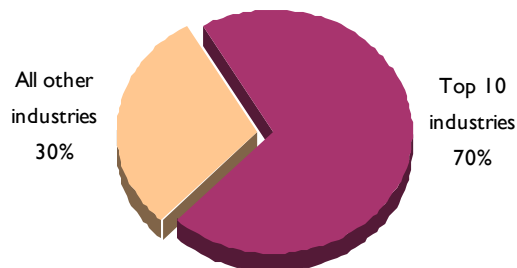
### Top 10 Industries in Jackson County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Executive, legislative, & gen government	suppressed	suppressed	not avail.	not avail.
Truck transportation	suppressed	suppressed	not avail.	not avail.
Educational services	6	639	-15	25
Food services & drinking places	40	541	-19	-16
Gasoline stations	13	335	27	13
Heavy & civil engineering construction	suppressed	suppressed	not avail.	not avail.
Justice, public order, & safety activity	suppressed	suppressed	not avail.	not avail.
Electrical equipment & appliances	suppressed	suppressed	not avail.	not avail.
Ambulatory health care services	12	229	12	14
Hospitals	suppressed	suppressed	not avail.	not avail.

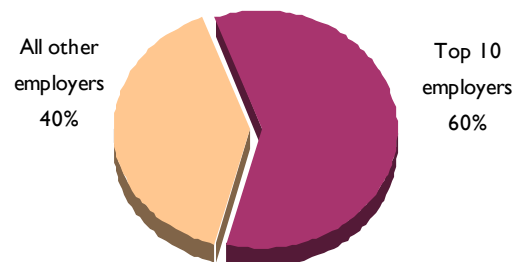
### Top 10 Employers in Jackson County

Establishment	Product or Service	Size (Dec. 2003)
Ho Chunk Nation	Tribal government & gaming	Over 999 employees
Millis Transfer Inc.	General freight trucking, long-distance	500-999 employees
County of Jackson	Executive and legislative offices, combined	250-499 employees
Black River Falls Public School	Elementary and secondary schools	250-499 employees
Lunda Construction Co.	Highway, street, and bridge construction	250-499 employees
Jackson Correctional Institution	Correctional institutions	250-499 employees
Leeson Electric Corp.	Motor and generator manufacturing	250-499 employees
Black River Memorial Hospital Inc.	General medical and surgical hospitals	100-249 employees
Fleet Guard Inc.	Miscellaneous general purpose machinery mfg.	100-249 employees
D & S Mfg. Co. Inc.	Miscellaneous fabricated metal product mfg.	100-249 employees

Share of jobs in top 10 industries in Jackson County



Share of Jackson County jobs with top 10 employers

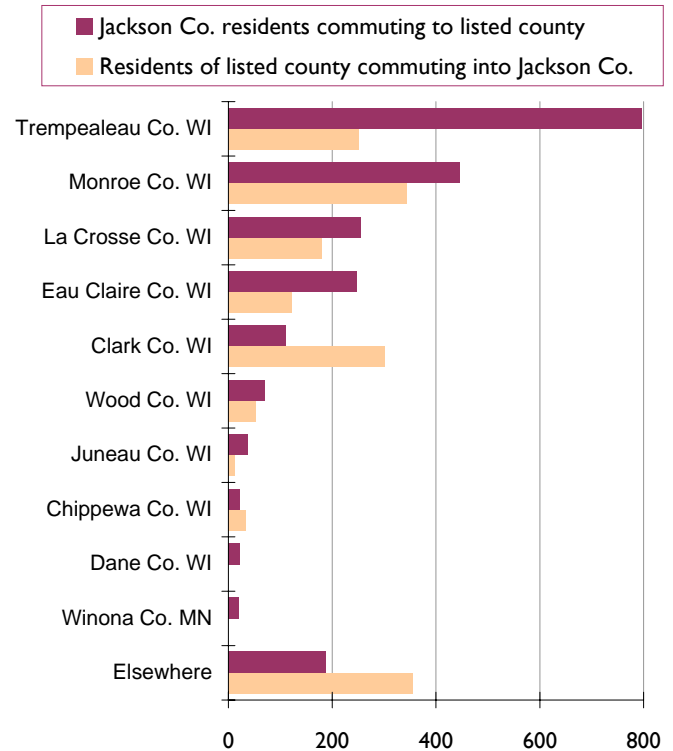


## Commuting

The commuting patterns for Jackson County are dominated by the traffic to and from Trempealeau County, and to a lesser extent Monroe County. Residents who travel outside of Jackson County for a job are still included in the county's labor force and are counted as employed. That is one of the reasons that the number of employed is greater than the number of jobs with Jackson County employers.

In the last ten years, more Jackson County residents started working in their county of residence. In 1990, Jackson County had a net loss 1,185 workers to other counties. As of Census 2000, Jackson County still suffers a net loss, but the number has dropped by over 50 percent to roughly 522 workers.

Only the loss of workers to Trempealeau County increased in the last ten years. In 1990 the net loss was 467 and in 2000 it increased to 546 workers. Jackson dramatically reduced the number of workers lost to Monroe County. In 1990 the net loss was 376 and by the year 2000 that number had fallen to just 102 workers lost to the daily commute. Workers lost to the daily commute were also reduced to La Crosse and Wood counties, and unchanged at 125 workers lost to the commute in Eau Claire County. The number of workers gained from Clark County increased from 83 in 1990 to 192 in 2000.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

## Key occupations & wages

Jackson County shares some job characteristics with neighboring counties and those similarities were used to form a 'labor supply area' with at least 40,000 jobs. This list includes wages for some of the occupations with the most employment in that area. It is significant because these 20 occupations provide approximately 14,600 jobs, or 36 percent of total employment, in the combined county area.

Each occupation includes a mean (average) and median (50<sup>th</sup> percentile) hourly wage probably the most frequently requested wage information. If the mean and median are relatively close the labor market for that occupation is probably tight and very competitive.

Ten of the 20 occupations typically require only short-term training and, for the most part, have a mean hourly wage under \$11/hour. There are also jobs on this list that typically require only moderate to long-term training periods and have mean wages that exceed \$11/hour. Three of the occupations typically require college degrees and they are among the highest paying on the list.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 <sup>th</sup>	50 <sup>th</sup>	75 <sup>th</sup>
Cashiers	\$7.59	\$6.46	\$7.44	\$8.52
Team assemblers	\$11.08	\$9.05	\$11.49	\$13.23
Truck drivers, heavy & tractor-trailer	\$20.47	\$16.17	\$21.25	\$25.54
Nursing aides, orderlies, & attendants	\$10.62	\$9.20	\$10.22	\$11.74
Janitors & cleaners, except maids & hskpg. cleaners	\$9.47	\$7.49	\$9.52	\$11.02
Waiters & waitresses	\$6.61	\$5.85	\$6.33	\$6.81
Laborers & freight, stock, & material movers, hand	\$9.30	\$7.06	\$9.42	\$10.90
Comb. food prep.& serving workers (fast food)	\$7.83	\$6.04	\$6.87	\$8.77
Retail salespersons	\$9.02	\$7.38	\$8.44	\$9.96
Office clerks, general	\$11.22	\$9.44	\$10.95	\$13.05
Registered nurses	\$22.72	\$19.68	\$22.32	\$25.65
Secretaries, except legal, medical, & executive	\$10.78	\$9.05	\$10.76	\$12.62
Packaging & filling machine operators & tenders	\$11.71	\$9.54	\$10.76	\$14.85
Bookkeeping, accounting, & auditing clerks	\$11.65	\$9.83	\$11.00	\$13.17
Industrial truck & tractor operators	\$12.90	\$10.93	\$12.56	\$14.18
General & operations managers	\$39.89	\$23.61	\$29.87	\$44.94
Elem. school teachers, except special ed.	-	-	-	-
1st-line supvsr/mgrs. of prod. & operating workers	\$21.67	\$13.95	\$18.34	\$24.11
1st-line supvsr/mgrs. of office & admin. support	\$18.13	\$13.50	\$16.71	\$21.20
Teacher assistants	-	-	-	-

Jackson County is part of an area which includes Adams, Jackson, Juneau, and Monroe counties.

DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

## Employment and Wages

An increase of 1.4 percent, or 153 jobs, in payroll employment in Jackson County from 2002 to 2003 contrasts with the decline 0.2 percent in Wisconsin jobs. The largest increase in the county's employment occurred in manufacturing with the addition of 62 jobs. The increase in manufacturing of 7.8 percent exceeded the change in Wisconsin of -4.2 percent. Annual average wages for manufacturing workers of \$29,278 are only 70 percent of wages for similar work in the state.

The highest average annual wages in the county were earned by construction workers and exceeded wages for similar work in the state. Construction jobs comprise nearly eight percent of the jobs in the county, while the lowest wages in leisure & hospitality are paid to workers in less than seven percent of the county's jobs. Several factors influence average wages in industries including occupation composition (professional and technical jobs generally have higher wages than clerical and service occupations), job tenure (those with more seniority are paid more than new hires), average workweek (full or part-time), and seasonal and temporary employment.

The distribution of total payroll and employment for the major industry groups in the county is detailed in the chart

### Average Annual Wage by Industry Division in 2003

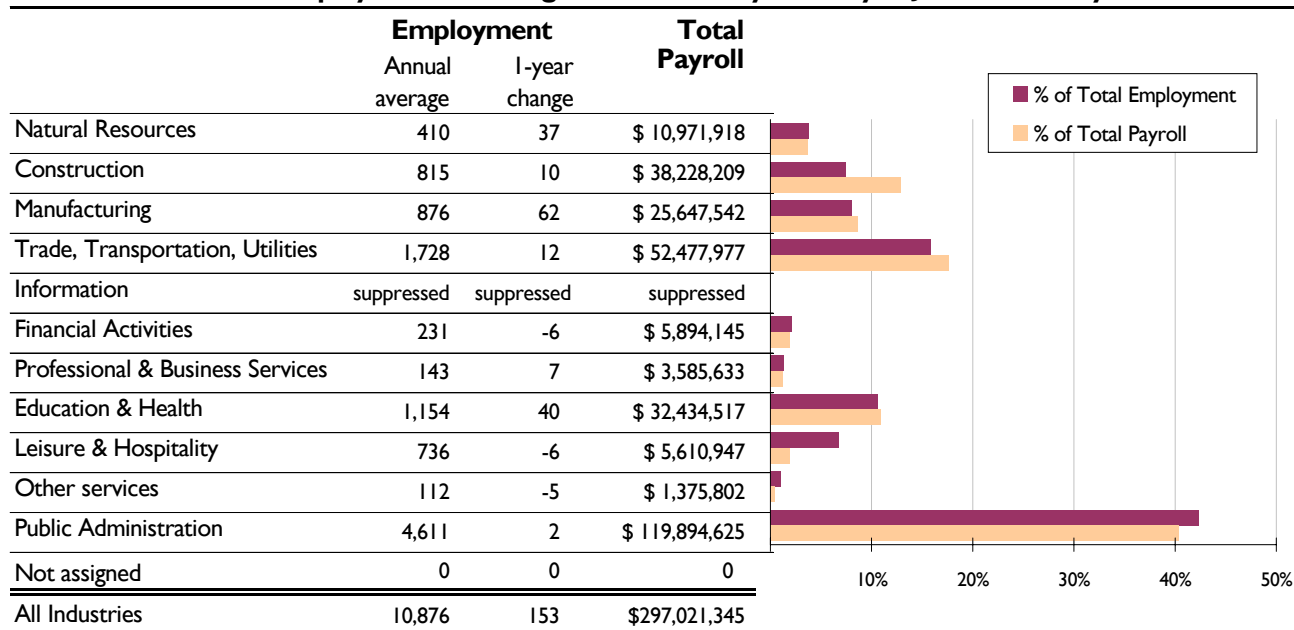
	Average Annual Wage Wisconsin	Average Annual Wage Jackson County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 27,310	81.7%	6.6%
Natural resources	\$ 25,723	\$ 26,761	104.0%	6.5%
Construction	\$ 40,228	\$ 46,906	116.6%	-1.4%
Manufacturing	\$ 42,013	\$ 29,278	69.7%	5.4%
Trade, Transportation, Utilities	\$ 28,896	\$ 30,369	105.1%	25.8%
Information	\$ 39,175	suppressed	Not avail	Not avail.
Financial activities	\$ 42,946	\$ 25,516	59.4%	6.6%
Professional & Business Services	\$ 38,076	\$ 25,074	65.9%	15.2%
Education & Health	\$ 35,045	\$ 28,106	80.2%	3.1%
Leisure & Hospitality	\$ 12,002	\$ 7,624	63.5%	-0.2%
Other services	\$ 19,710	\$ 12,284	62.3%	-1.8%
Public Administration	\$ 35,689	\$ 26,002	72.9%	3.5%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

below. Public administration dominates both paying 40 percent of the total payroll among all county employers and 42 percent of all employment. Three of the county's largest employers are included in this group.

The second highest payroll was paid by employers in the trade, transportation, and utilities group where average wages also exceed those in the state. The second largest industry in the county is truck transportation where wages are often higher than in other trade industries that generally dominate this group statewide.

### 2003 Employment and Wage Distribution by Industry in Jackson County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004



## Per Capita Personal Income

Per capita personal income (see glossary) increased 4.7 percent in Jackson County in 2002, faster than in the United States, Wisconsin and other non-metropolitan counties in the state. Following the increase, the PCPI in the county is 86 percent of PCPI in Wisconsin and 84 percent of the United States and ranks 34<sup>th</sup> highest out of 72 counties in the Wisconsin.

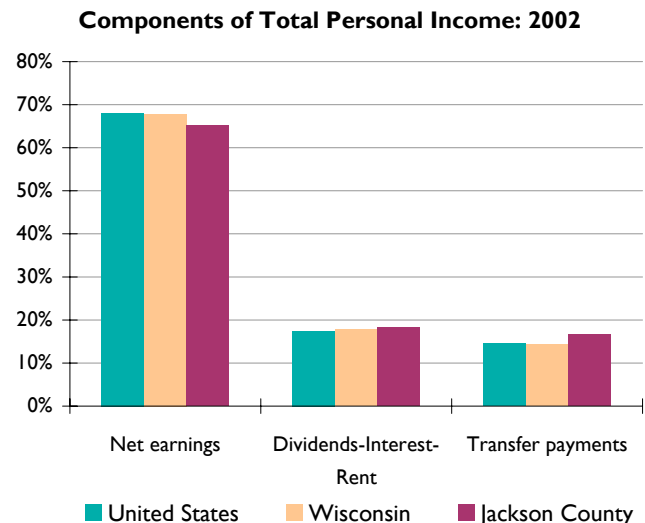
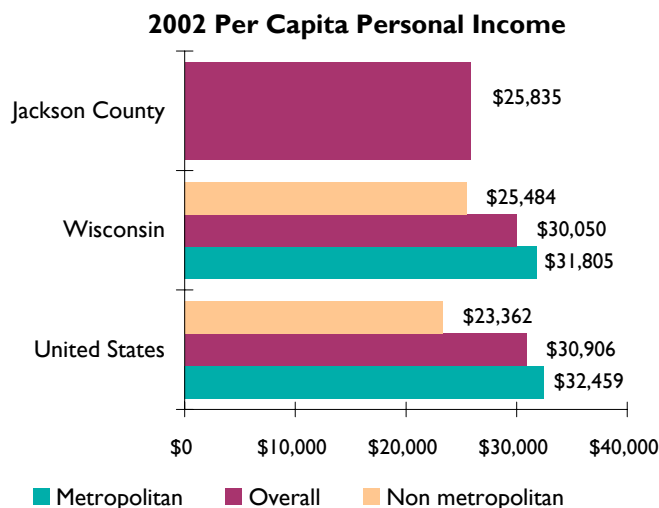
The greatest share of total personal income is net earnings from jobs both in and out of the county, self-employment and proprietorships. Not only are annual average wages lower than in Wisconsin, but the share of total personal income

from net earnings of 65 percent in Jackson County is below the 68 percent of both the state and nation. In contrast transfer payments comprise a much larger share. Both factors contribute to the lower PCPI in the county.

While PCPI is often used as a comparative income measure it should be remembered that population is also a key component. PCPI is the result of dividing total income by total population. Most income is earned by residents over 18 years old but the younger population is still included in the formula. Likewise, a retired population has a much lower earning capacity.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Jackson County	\$20,548	\$21,402	\$22,529	\$22,877	\$24,670	\$25,835	4.7%	25.7%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Jackson County	\$23,032	\$23,621	\$24,328	\$23,900	\$25,060	\$25,835	3.1%	12.2%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The regional contact for additional labor market information is:

Bill Brockmiller  
405 North 8th St.  
LaCrosse, WI 54601  
Phone: 608-785-9337  
email: William.Brockmiller@dwd.state.wi.us



**Metropolitan Statistical Area (MSA)** - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

**Non-metropolitan county** - Any county that is not a member of a metropolitan statistical area.

**Net Migration** - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

**Natural Change** - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

**Employed** - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

**Unemployed** - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

**Labor Force** - The sum of the employed and unemployed, whom are at least 16 years of age and older.

**Unemployment Rate** - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

**Labor Force Participation Rate (LFPR)** - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

**Suppressed** - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

**Total Personal Income** - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

**Per Capita Personal Income (PCPI)** - Total personal income divided by the total population.

**Current Dollars** - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

**CPI-U** - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.